

[Pa Dept]

Extract of syllabus copy with
all ~~off~~ optional papers.

ANNEXURE - 7(9)



PONDICHERRY UNIVERSITY
PUDUCHERRY - 605 014



Syllabus & Regulations

for

M.Com. in Affiliated Colleges

From 2015-16 onwards

M.COM (AFFILIATED COLLEGES)

DRAFT COURSE STRUCTURE AND SYLLABUS 2015-16 ONWARDS

(Department of Commerce PG Board & SOM Board approved)



DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT

PONDICHERRY UNIVERSITY

PONDICHERY UNIVERSITY

M.COM DEGREE COURSE

(Affiliated Colleges)

COURSE STRUCTURE (W.E.F 2015-16 onwards)

COURSE CODE	TITLE OF THE PAPER	Semester	Lecture/ Practical Hrs/week	Maximum marks
I SEMESTER				
MAJOR I	MANAGEMENT CONCEPTS AND ORGANISATION BEHAVIOUR	I	6	100
MAJOR II	BUSINESS ENVIRONMENT	I	6	100
MAJOR III	ACCOUNTING FOR MANAGERIAL DECISIONS	I	6	100
MAJOR IV	STATISTICAL ANALYSIS	I	6	100
MAJOR V	HUMAN RESOUCSE MANAGEMENT	I	6	100
II SEMESTER				
MAJOR VI	MANAGERIAL ECONOMICS	II	6	100
MAJOR VII	ADVANCED FINANCIAL ACCOUNTING	II	6	100
MAJOR VIII	MARKETING MANAGEMENT	II	6	100
MAJOR IX	FINANCIAL MANAGEMENT	II	6	100
MAJOR X	ENTREPRENEURIAL DEVELOPMENT AND MSME MANAGEMENT	II	6	100
III SEMESTER				
MAJOR XI	FINANCIAL MARKETS AND SERVICES	III	6	100
MAJOR XII	ECONOMIC LEGISLATION	III	6	100
MAJOR XIII	CORPORATE TAX PLANNING	III	6	100
OPTION PAPER I	OPTIONAL PAPER – I <i>Advertising & Sales Management</i>	III	6	100
OPTION PAPER II	OPTIONAL PAPER – II <i>Marketing Research</i>	III	6	100
IV SEMESTER				
MAJOR XIV	STRATEGIC MANAGEMENT	IV	6	100
MAJOR XV	E-COMMERCE	IV	6	100
MAJOR XVI	CORPORATE REPORTING PRACTICES	IV	6	100
OPTION PAPER III	OPTIONAL PAPER – III	IV	6	100
OPTION PAPER IV	OPTIONAL PAPER –IV	IV	6	100

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Optionals: M.Com Degree

Optional I - FINANCE

- Paper - I - Financial statement Analysis
- Paper-II - Project Management
- Paper-III - Security Analysis & Port folio Management
- Paper-IV - Personal Finance

Optional – II – MARKETING

- Paper- I - Advertising & Sales Management
- Paper-II - Marketing Research
- Paper-III - Brand Management
- Paper-IV - Services Marketing

Optional-III - INTERNATIONAL BUSINESS

- Paper-I - International Business Environment
- Paper-II - International Marketing
- Paper-III - Foreign Trade Policy, Procedures & Documentation
- Paper-IV - International Finance

Optional-IV – HUMAN RESOURCE MANAGEMENT

- Paper-I - Human Resource Development
- Paper-II - Human Resource Accounting
- Paper-III - Labour Legislation
- Paper-IV - Organizational Development

Optional-V - BANKING & INSURANCE

- Paper-I - Fund Management in Commercial Banks
- Paper-II - Insurance and Risk Management
- Paper-III - Bank Management
- Paper-IV - Banking Law and Practice



M.COM (DEGREE PROGRAMME)

REGULATIONS

EFFECTIVE FROM THE ACADEMIC YEAR 2015-16 BATCH ONWARDS

AIM OF THE COURSE:

Aims at imparting in depth of knowledge and professional skills required for handling the general Function' of business entities and corporate enterprises.

ELIGIBILITY OF ADMISSION

B.Com / B.Com (Foreign Trade) / B.com (Corporate Secretaryship) / BBA / BBM / B.Com (Co.op) / B.Com (Edn) / B.Com (Vocational) or any other B.Com Streams having other specialization with a minimum of 50% marks (the minimum marks for some specified categories of students are applicable as notified by the Government of Puducherry from time to time).

DURATION OF THE COURSE:

The Course shall be of two years duration spread over four semesters. The maximum duration to complete the course shall be 5 years under the new regulation which will come into effect from July 2011.

ATTENDANCE

The student is required 75% of attendance compulsorily to write the University examinations.

MEDIUM:

The Medium of instruction shall be English

EXAMINATION PATTERN:

Examinations are held on Semester pattern comprising of internal and end semester examination. The end semester examination would be conducted by the University. Internal and End Semester are in ration of 25:75. Internal Assessment comprises of 2 tests carrying 10 marks each and 5 marks for assignment/ seminar.

PASSING MINIMUM:

The student should secure a minimum of 50 % marks in both in end semester examination conducted by the Pondicherry University and the internal marks put together. The minimum pass marks for End Semester is 35 and for internal the minimum mark is 15.

QUESTION PAPER PATTERN:

Time : 3 Hours

Maximum Marks: 75

- Section A - 10 x 2 = 20 marks (Answer All Question)
- Section B - 5 x 5 = 25 marks (Answer five questions out of 8)
- Section C - 3 x 10 =30 marks (Answer three questions out of 5)

SEMESTER - I

MAJOR - I MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

(6 HOURS)

Objectives: To provide conceptual understanding of Management concepts, principles and functions and to facilitate the students how human behavior in the organization could be managed Successfully

UNIT I : Management: Definition – Nature – Scope and Functions – Evolution of different Schools of Management Thought- Functions of a manager- Recent trends & new perspectives in Management: strategic alliances – Core Competence – Business process reengineering – Total quality management.

UNIT II : Managerial Functions: Planning – Concept, nature, significance, types and Process of Planning; Organizing; Directing; Coordinating; Controlling. Types of organisations, authority, responsibility, power, delegation, decentralization, Span of Control.

UNIT III : Motivation: Process of motivation; Theories of motivation. Leadership: Concept; Leadership styles; Theories Managerial grid; Likert's four systems of leadership. Organisational Communication: Communication process; Barriers to effective communication; Improving communication.

UNIT IV : Organisational Behaviour: Organisational behaviour – concept and significance; Individual Behaviour: Attitudes – Perception – Learning – Personality. Group Behaviour: Group Norms- Group formation - Group cohesiveness –Group Dynamics – Interpersonal relationships – Transactional analysis.

UNIT V : Organizational Dynamics: Organisational Design - Organisational climate - Organisational Change: Meaning, Nature, causes of change, Resistance to change, Management of change – Organisational culture - Organisational Conflict: sources, patterns, levels, and types of conflict - Resolution of conflict –Organisational Development – Organisational Effectiveness.

Text Books

1. Keith Davis, Human Behaviour at work, Mc Graw Hill Book Co., 1995.
2. Koontz, Harold, Cyril O'Donnell, and Heinz Woihrich; Essentials of Management, Tata McGraw – Hill, New Delhi. 1984
3. Vsp Rao & V. Hari Krishna, "Management' Excel Book, New Delhi – 2002
4. Harold Kontz, Hein Wehrich, "Essentials of Management" Tata McGraw Hill, 1999

Reference Books

1. Kumkum Macharjee, , 'Principles of Management and Organisational Behaviour' TataMcGraw Hill 2009
2. Stephen P. Robbins, Marg Coulter Neharisa Vohra, "Management" Prentice Hall of Pearson Edn 2010, New Delhi.
3. L.M Prasad; Organizational Behaviour, Sultan Chand & Sons, New Delhi.
4. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
5. John W Newstrom, Keeth Devis, Organisational Behaviour, McGraw Hill, Newyork 2004
6. Stephen P. Robbins, Organisational Behaviour, Prentice Hall, NewDelhi 2005.

MAJOR - III ACCOUNTING FOR MANAGERIAL DECISIONS

(6 HOURS)

Objectives:

1. To understand concepts of Managerial Accounting;
2. The practical application for managerial decision making and how
3. To develop the skills to analyse the Financial statements

UNIT I: Nature, and scope of financial accounting, cost accounting and management accounting; Management accounting and managerial decisions; Management accounts position role and responsibilities. Responsibility accounting; Responsibility centre, cost centre, profit centre and investment Centre; Problem in transfer pricing; objective and determinants of responsibility centre.

UNIT II: Budgeting: definition of budget; Essentials of budgeting, types of budgets- functional masters etc., Fixed and flexible budgetary control; Zero based budgeting – performance budgeting.

UNIT III: Standard costing and variance Analysis: standard costing as a control technique; setting of standards and their revision; Variance analysis - meaning and importance kinds of variance and their uses –material, labour and overhead variance; Disposal of variances; Relevance of variance budgeting to budgeting and standard costing.

UNIT IV: Marginal costing and Breaking-even Analysis: Concept of marginal cost; Marginal costing and absorption costing; Marginal costing versus direct costing; cost-volume-profit analysis; Break-even analysis; Assumptions and practical applications of break-even analysis; decisions regarding sales-mix make or buy decision and discontinuation of a product line, etc.

UNIT V: Analysis financial statements: Horizontal; vertical and ratio analysis; Cash flow analysis. Funds flow analysis

Text Books

1. S.N. Maheswari, Management Accounts , Sultan Chand & Sons, New Delhi
2. Hansen, Don R, and Maryanne M. Moreen; Management Accounting, south-Western College Publishing Cincinnati Ohio. 2008

Reference Books

1. Anthony, Robert; Management accounting, Tarapore-warla, Cost Accounting Mumbai, 1981
2. Barfield, Jessie, celly A. raiborn and Michael R. Kenney: traditions and Innovations south Western College Publishing, Cincinnati, Ohio. 2002
3. Decoster, Don T, and Elden L. Schafer: Management Accounting: A Decision Emphasis, John Wiley and Sons Inc, New York. 1982
4. Garrison, Ray, H. and Eric W. Noreen: Managerial Accounting, for Managers Richard D, Irwin Chicago. 2010
5. Horngran, C.T. Gary L.Sudern and William O. Stralten: Introduction to management Accounting, Prentice Hall Delhi. 1998

Theory and Problem: - 40:60

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MAJOR - II BUSINESS ENVIRONMENT

(6 HOURS)

Objective: As the environment in which an executive in taking business decisions are keep changing from time to time the Managers are expected to know about that he/she guess the situation and takes the wise Managerial decisions.

UNIT I : Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment – internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

UNIT II : Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies – industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and their relevance to Indian business; Economic reforms, liberalisation and structural adjustment programmes.

UNIT III : Political and Legal Environment of Business: Critical elements of political environment; Government and business; Changing dimensions of legal environment in India, Competition Act, FEMA and licensing policy;

UNIT IV : Socio-Cultural Environment: Critical elements of socio-cultural environment; social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; consumerism in India, Consumer Protection Act..

UNIT V : International and Technological Environment: Multinational corporations; Foreign collaborations and Indian business; Non – resident Indians and corporate sector; International economic institutions – WTO, World Bank; IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.

Text Books

1. Francis Cherunila: Business Environment Himalaya Publishing House, Bombay..
2. Raj Agrawal and Parag Diwan, Business Environment: Excel Books, New Delhi

Reference Books:

1. Adhikary , M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Ahluwalia. I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publication, New Delhi
4. Aswathappa,K.Legal Environment of Business, Himalaya Publication, New Delhi.
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Ghosh, Biswanath: Economic Environment of Business, Vikas Publication New Delhi Govt of India : Survey, Various issues.
7. Ramaswamy, V.S. and Nama Kumari: Strategic Planning for Corporate Success, Macmillian, New Delhi.
8. Sengupta, N.K: Government and Business in India, Vikas Publication, New Delhi.

Major V HUMAN RESOURCE MANAGEMENT

Objectives : to provide the students to understand the functions, process and task of human resource management

UNIT I: Human Resource Management-Nature and Scope-Objectives-nature of people and Organisations-Personel Policies and Principles-Environment of Human Resource Management-Social Systems-Human Resource Accounting and Audit-Human Resource Management in Future-History of Personnel Functions-Present Status-Trends in Human Resource management in India personnel in future-New Challenges of Human Resource management-Research in HRM

UNIT II: Human Resource Planning-Human Resource Manpower Planning-Meaning-Process of HR Planning-job Analysis-Recruitment and Selection-Orientations and Placement-Orientation programmes

UNIT III: Employee and Reward Systems-Training Personnel-Job Evaluation-Job Satisfaction-Appraising and Rewarding Performance-Money as a Means of Rewarding-Economic Incentive Systems-Wage Incentives-Wage Administration-Benefits and Services-Profit and Production Sharing.

UNIT IV: Performance Appraisal: Meaning, Definition and Objective of performance appraisal – Appraisal Process and Methods of Performance Appraisal – Problems encountered in Performance Appraisal

UNIT V: Leadership, Communication and Counselling-nature of leadership Behaviour-leadership Style-Employee participation-nature, Scope, Programs and Benefits of participation-Employee communication – Communication Process-Communication systems-Employee Counseling and Types.

Reference Books:

1. Michael V.P. Human Resource Management and Human Relations Himalaya Publishing House- New Delhi.
2. M.N. Rudrabasavaraj: Cases in Human Resource Management-himalaya Publishing House – New Delhi.
3. H. John Bernardin and Richard w. Beatty: performance Appraisal Assessing Human Behaviour of Work – Boston: Kent 1984.
4. George T.Mikovich and John w Bendreau: Personnel//Human Resource Management A Diagnostic Approach 5th Edition Plano TX Business Publications

MAJOR - IV STATISTICAL ANALYSIS

(6 HOURS)

Objective: To educate the students on quantitative analysis and to use statistical techniques for analysis of business data

UNIT I: Probability Theory: Probability – Classical, relative, and subjective probability: Addition and multiplication probability models; Conditional probability and Baye's theorem Probability Distributions: Binomial, Poisson, and normal distribution, their characteristics and applications.

UNITII: Statistical Decision Theory: Decision environment; Expected profit under uncertainty and assigning probabilities; Utility theory.

UNIT III: Sampling and Data Collection: Sampling and sampling (probability and non-probability) methods; Sampling and non-sampling errors; Law of Large Number and Central Limit Theorem; Sampling distributions and their characteristics.

UNIT IV: Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; Sample size; Large and small sampling tests – Z tests, T tests, and F tests.

UNIT V: Non Parametric Tests: Chi-square tests; Sign tests Wilcoxon Signed – Rank tests; Wald – Wolfowitz tests; Kruskal – Wallis tests.

Text Books

1. Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi 2009
2. Gupta S.P. Statistical Methods, Sultan Chand, New Delhi 2009 BS Kenblock –Fundamentals of Statistics, 3rd edition, Michael Sullivan Sollution manual
3. BS Kenblock –Fundamentals of Statistics, 3rd edition, Michael Sullivan Sollution manual

Reference Books

1. Hooda, R.P: Statistics for Business and Economics, Macmilla 3rd edition, New Delhi.(2004)
2. Heinz, Kohleer: Statistics for Business & Economics, Harper Collins, New York.(2002)
3. Hein, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, New Jesery 3rd edition 1978.
4. Arora & Arora, Statistics for Management, Sultan Chand, New Delhi.(2009)
5. J. Medhi – Statistical Methods, an Introductory text, John Wiley & sons 1993
6. Statistics, Mumay & Spiepel, J. Stephen, TataMcGraw Hill Publishing Company, Fourth edition, 2010 Special Indian edition
7. David Freedman, Robert Pisani, roger Purves”Statistics’ viva books, Special Indian edition, fourth edition 2010
8. Qaziahmed, Zubuirkhan, Shadabahmedkhan,’Numerical and Statistical Techniques Ane books Pvt. Ltd., 2010
9. Sonia Taylor,”Business Statistics” PalgraveMacmillan, second edition 2009.

Theory and Problem: - 40:60.

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(2008)

Objective: This subject aims at enabling the managers in different spheres to take wise managerial decisions in the areas like production, pricing, distribution and Marketing to benefit all the stake holders

UNIT I: Nature and Scope of Managerial Economics: Objective of a firm; Economic theory and managerial theory; Managerial economist's role and responsibilities; Fundamental economic concepts – incremental principle, opportunity cost principle, discounting principle; equi- marginal principle.

UNIT II: Demand Analysis: Individual and market demand functions; Law of demand, determinants of demand; Elasticity of demand- its meaning and importance; Price elasticit; income elasticity and cross elasticity; Using elasticity in managerial decisions.

UNIT III: Theory of Consumer Choice: Cardinal utility approach, indifference approach, revealed preference and theory of consumer choice under risk; Demand estimation for major consumer durable and non durable products; Demand forecasting techniques.

UNIT IV: Production Theory: Production function – production with one and two variable inputs; Stages of production; Economies of scale; Estimation of production function; Cost theory and estimation; Economic value analysis; Short and long run Cost functions – their nature, shape and inter – relationship; Law of variable proportions; Law of returns to scale - Pricing Practices: Methods of price determination in practice: Pricing of multiple products; Price discrimination; International price discrimination and dumping; Transfer pricing.

UNIT V: Price Determination under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly.

Text Books

1. Dean, Joel : Managerial Economics, Prentice Hall, Delhi.3rd edition 2008
2. Varsheny RL and Maheshwari KL: Managerial Economics; Sultan Chand and Sons, New Delhi 19th edition 2005
3. G.S. Gupta, Managerial Economics-Tata McGraw Hill Publishing Company, New Delhi 3rd edition 2008

Reference Books

1. Baumol, William J: Economic theory and Operations Analysis, Prentice Hall, London.
2. Baya, Michael R: Managerial Economics and Business Strategy, McGraw Hill Inc. New York.
3. Chopra, O.P: Managerial Economics, Tata McGraw Hill, Delhi.
4. Dholakia, R.H. and A.L.Oza: Micro Economics for Management Students, Oxford University Press, New Delhi.
5. Eaton, B.Curtis and Diane Faton; Micro Economics, Prentice Hall, New Jersey.
6. Gough, J. and S. Hill: Fundamentals of Managerial Economics, MacMillan London.
7. Haynes, W.W. V.L. Mote and S.Paul: Managerial Economics, Analysis and Cases, Prentice Hall, Delhi.
8. Petersen, H.Carig and W. Cris Lewis: Managerial Economics, Prentice Hall, Delhi.
9. Salvatore, Dominick: Managerial Economics in a Global Economy, McGraw Hill, New York.
10. Varian, H.R. International Microeconomics; A Modern Approach, East West Press, New Delhi.
11. Varsheny RL and Maheshwari KL: Managerial Economics; Sultan Chand and Sons, New Delhi,
12. Adhikary M. Business Economics, Excel Books, New Delhi.
13. G.S. Gupta Managerial Economics – Tata McGraw Hill Publishing Company, New Delhi

Theory and Problem: - 80:20

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MAJOR - VII ADVANCED FINANCIAL ACCOUNTING

(6 HOURS)

Objective: The Objective of this course is to enable the students to understand and apply financial accounting tools and techniques for managerial decision making

UNIT I: Valuation of Goodwill – Factors affecting value of Goodwill – Methods of Valuing Goodwill – Valuation of Shares – Methods of Valuation of Equity Shares.

UNIT II: Amalgamation, Absorption and External Reconstruction of Companies – Purchase consideration – Accounting treatment – Books of Purchasing Company – Books of Vendor Company – Alteration of Share Capital and Internal Reconstruction – Scheme of Capital Reduction.

UNIT III: Holding Companies – Consolidated Financial Statements – Minority Interest – Cost of Control – Elimination of common transactions – Treatment of contingent liabilities – Treatment of unrealized Profits – Revaluation of assets and liabilities – Bonus shares – Treatment of Dividend

UNIT IV: Double Account System – Main Features – Final Accounts – Revenue Account – Net Revenue Account – Capital Account – General Balance Sheet – Investment Accounts.

UNIT V: International Financial Reporting Standards – Indian Accounting Standards – Human Resource Accounting – Inflation Accounting – Social Responsibility Accounting – Environmental Accounting

Text Books

1. R.L. Gupta and Others: Advanced Accountancy, Sultan Chand Sons, New Delhi.
2. S.P. Jain and K.L. Narang: Advanced Accounting, Kalyani Publishers, New Delhi.
3. RSW Pillai, Bagavathi S. Uma: Advanced Accounting, S. Chand & Co., New Delhi.

Reference Books-

1. M.C. Shukla: Advanced Accounts S. Chand and Co., New Delhi 2009.
2. Anitong Hawkins and Merchant : Accounting – Text and cases, Tata McGrawHill, New Delhi 2009
3. A. Mukherjee and M. Hanif: Modern Accountancy, Tata McGraw Hill, New Delhi 2008
4. B.K. Banerjee: Financial Accounting, PMI Learning (P) Ltd., New Delhi 2010.

Theory and Problem: - 20:80

MAJOR - VIII MARKETING MANAGEMENT

(6 HOURS)

Objective: To make students understand the role of marketing managers to plan implement and control marketing activities and managing the marketing mix

UNIT I: Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Issue and Developments in marketing: Social, ethical and legal aspects of marketing; Marketing of Services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments in marketing.

UNIT II: Product Decisions: Concept of a product; Classification of products; major product decisions; product line and product mix; Branding; Packaging and labelling; Product life – cycle – strategic implications; New product development and consumer adoption process.

UNIT III: Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

UNIT IV: Distribution Channels and Physical Distribution Decisions; Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

UNIT V: Promotion Decisions: communication process; Promotion mix – advertising, personal selling, sales promotion publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales Promotion – tools and techniques.

Text Books

1. Kotler, Philip: Marketing Management – Analysis, planning, implementation and control, Prentice Hall New Delhi.(laest edition)
2. Marketing: A Managerial Introduction: J.C. Gandhi, McGraw Hill Publications, latest edition

Reference Books:

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi. 12th edition
2. Majumdar, Rananuj; Product Management in India, Prentice hall, New Delhi.2nd edition 2006
3. MC Carthym E. jenone and William D perreault Jr;Basic MARKETING; MANAGERIAL approach, Richard D.irwn, Homewood , Illiois. Reprint 2009
4. Ramaswamy, V.S and namakumari,s; Marketing management, Macmillan India, New Delhi. 2009
5. Srinivasan, R;case studies in marketing; the Indian context, Prentice Hall, New Delhi 2010.
6. Stanton, William J. and charies futrell; fundamentals of marketing; McGraw hill publishing co., New York.1987
7. Still .Richard R,Edward W.Cundiff and Norman A.P Govoni Sales Management: Decisions, Strategies and cases, Prentice Hall, New Delhi. 5th edition 2007
8. Modern Marketing – Principles & Practice, Chandra Bose, Prentice Hall, New Delhi.

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MAJOR - IX FINANCIAL MANAGEMENT

(6 HOURS)

Objective: The objective of this course is to enable the students to understand the conceptual framework of financial management and its applications under appropriate decision making situations

UNIT I: Financial Management: Meaning, nature and scope of finance; financial goal - profit Vs. Wealth Maximization; Finance functions – investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions; Investment evaluation criteria – net present value. Internal rate of return, Profitability index, payback period, accounting rate of return; NPV and IRR comparison; Capital rationing; Risk analysis in capital budgeting.

UNIT II: Cost of Capital: Meaning and significance of cost of capital: Calculation of cost of debt, preference capital, equity capital and retained earnings; Combined cost of capital (weighted); Cost of equity and CAPM. Operating and Financial Leverage: Measurement of Leverages; Effects of operating and financial leverage on profit; Analysing alternate financial plans; Combined financial and operating leverage.

UNIT III: Capital Structure Theories: Traditional and M.M. Hypotheses – without taxes and with taxes; Determining capital structure in practice.

UNIT IV: Dividend Policies: Issues in dividend decisions, Walter's model, Gordon's model, MM Hypothesis, dividend and uncertainty, relevance of dividend; Dividend policy in practice; Forms of dividends; Stability in dividend policy; Corporate dividend behaviour.

UNIT V: Management of Working Capital: Meaning, significance and types of working capital; Calculating of operating cycle period and estimation of working capital requirements; Financing of working capital ; Sources of working capital; Factoring services; Dimensions of working capital management. Management of cash, receivables and inventory.

Text Books

1. Pandey, I.M: Financial Management, Vikas Publishing House, Delhi
2. Khan MY, Jain PK: Financial Management; Tata McGraw Hill, New Delhi

Reference Books:

1. Chandra, Prasanna: Financial Management, Tata Mc Graw Hill, Delhi. 2010
2. Hampton , John: Financial Management, Vikas Publishing House, Delhi. 2006
3. Van Horne, J.C. and J.M Wachowicz Jr.: Fundamentals of Financial Management, Prentice – Hall, Delhi. 2008
4. Briham & Ehrhardt: Financial Management- Text & Cases, CENGAGE Learning India (P) Ltd., New Delhi. 2009

Theory and Problem: - 40:60

Objectives: The objective of the course is to help the students understand the dynamics of management of MSME's encompassing generation of business idea, setting up an enterprise, raising necessary funds and other management aspects.

Unit I Introduction to Entrepreneurship

Entrepreneur and Entrepreneurship, Role & Functions of entrepreneur – Entrepreneurial Competencies, Problems faced by Entrepreneurs, - Entrepreneurial Dimensions: Intrapreneurship – Social Entrepreneurship- Political Entrepreneurship- Cultural and Sports Entrepreneurship – Women and Rural Entrepreneurship.

Unit II Entrepreneurship Environment

Significance – Internal and External Environment forces- psychological, social, cultural, political, legal and economic forces – Entrepreneurial Culture- Entrepreneurial Society- EDP: Steps in EDP Process— Role of EDI, EDCs & DST (STEP)

Unit III Developing Enterprises

Identifying the Business Opportunities, Feasibility study, Market Survey and Research, Assess demand and selecting the Right Project, Developing Business Plans, Techno-Economic feasibility assessment, Determine the Resources required, Finance, Technology & Legal Formalities, Preparation of Project Report. Statutory compliance of SME's- Registration- Permission from Pollution Board-Labour Office - Income tax Department etc.

Unit IV Institutional Support for MSME's

Roles and responsibilities of developmental agencies in promoting micro-enterprises– Ministry of Micro Small and Medium Enterprises- SME Chamber of India- Assistance and Support Services within India and Foreign SME Sector, NSIC-National Small Industries Corporation - Khadi and Village Industries Corporation- District Industries Centres- SFC-State Finance Corporations - Small Industries Development Bank of India - Venture capital & Private equity – Angel Investing- E-merge SME Exchange.

Unit V Managing the Enterprise

Financial Management: Working Capital Management- Financial Planning & Control – Accounting, Financial Statement Analysis.- Marketing Management : Marketing Plan & Control, CRM – Product Development & Marketing – Production Management :Inventory Control, Productivity, Break Even Analysis– Human Resource Management: Manpower Planning – Labour Productivity – Industrial Relations.

Recommended Text Book(s):

1. Vasant Desai, *The Dynamics'of Entrepreneurial Development and Management*, Himalaya Publishing House, 2009.

Reference Books:

1. Poornima M. Charantimath, 'Entrepreneurial Development And Small Business Enterprises', Pearson Education Licensee, New Delhi 2006.
2. Matthias Fink, Sascha Kraus, *The Management of Small and Medium Enterprises*, , Routledge Studies in Small Business, 2009.
3. Thomas Henschel, *Risk Management Practices of SMEs. Evaluating and Implementing Effective Risk Management Systems*.
4. Lev & Powell, *Strategies for Growth in SME's*, Elsevier Ltd.
5. S. Nagendra, V.S. Manjunath, "Entrepreneurship and Management", Pearson Education Licensee, New Delhi 2011.

SEMESTER - III MAJOR -XI
FINANCIAL MARKETS AND SERVICES

OBJECTIVE : To impart knowledge on various financial markets and their services

UNIT – I: Indian Financial System - Constituents, Functions of the Financial System, Financial Development Ratios. Inter-relationship between Financial System and Industrial Development. Efficiency Indicators of Financial System- RBI and Financial System.- Financial Sector Reform in India.- Globalisation of Indian Financial System.

UNIT – II: Financial Markets - Major Segments of Financial Markets: Money Market, Capital Market, Foreign Exchange market and Govt Security Market- Money Market: Call Money Market, Bill Market, Repo Market, T Bill, Commercial Paper, Certificate of Deposits Capital Market: Primary and Secondary Market, Cash/Spot Market and Derivative Market, and Equity and Debt Market.

UNIT – III: Securities Market - Securities trading and Settlement, and Listing of securities. Functions of Stock Exchanges: Operations of OTCEI, and NSE Role of SEBI: Fair market practice and Investor Protection Recent Trends in Security market.

UNIT – IV: Financial Instruments- Fixed Income Securities: Understanding of Bonds, General and Specific Characteristics, Innovations in Bond features. Warrants, Ex- interest debentures, Deep discount bonds, and Secured premium notes. Common Stocks: Understanding of common stocks, General and Specific characteristics. Bonus shares, Right shares, ADRs and GDRs. Hybrid Securities: Convertible Debentures, ECBs and FCCBs Methods of Issue of securities

UNIT – V: Financial Services - Nature of financial services. Types: Fee Based and Fund based services. Credit rating, Factoring, Venture financing, Angel financing, Securitisation, Merchant Banking, and mergers and acquisitions.

Text book

Khan, M. Y.: (2009) Indian Financial System (Tata McGraw, N.Delhi,)

Reference Books

1. Bhole, L.M.:(2009) Indian Financial System (Tata Mc-Graw Hill, N. Delhi,)
2. Avadhai, V. A.(2006) Investment and Securities Markets in India (Himalay Publishing, House, N.Delhi,)
3. Desai, V: (2008) Indian Financial System and Development. (Himalaya Publishing House, N.Delhi,)
4. Khan, M. Y(2009) Financial Services (Tata McGraw, N.Delhi,)

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SEMESTER – III Major XII ECONOMIC LEGISLATION

UNIT – I : Trade, Competition and Consumer Protection

Concept of competition, development of competition law - Competition Act, 2002 – anti competitive agreements, abuse of dominant position, combination, regulation of combinations, Competition- Commission of India ; Appearance before Commission, compliance of Competition Law-

UNIT – II : Essential Commodities and Standards of Weights and Measures

Objects ; powers of Central Government, seizure and confiscation of essential commodities summary trial ; Standards of Weights and Measures Act, 1976.

UNIT – III : Management of Foreign Exchange Transactions

Objectives and definitions under FEMA ; current account transactions, capital account transactions, foreign direct investment in India and abroad, acquisition and transfer of immovable property ; Establishment in India of branch, office etc ; Export of goods and services ; Realisation and repatriation of foreign exchange, authorised person, penalties and enforcement. Foreign contributions and hospitality ; exemptions, powers of Central Government, adjudication and appeal ; offences and penalties.

UNIT – IV : Intellectual property ; Kinds, meaning of intellectual property; concept of pattern; Trade Mark; right, design, patent law & Enforcement Trade Mark Law & Enforcement ; copy right law & enforcement

UNIT – V : Securities and Exchange Board of India Act,1992- powers and functions-disclosure by companies-power to issue directions- collective investment scheme- penalties- adjudication- procedure for appeal to the tribunal- power of the central government-offences and punishment – power to make rules and regulations- SEBI annual report – adjudication- Securities Appellant Tribunal (Procedures) Rule, 2000

REFERENCE BOOKS

1. The Competition Act, 2002 (along with Statement of Objects & Reasons) and the notifications issued by the Central Govt
2. Aswathapa,K – Legal environment of Business, Himalya, Delhi
3. Bhandari,M.L –Guide to company Law Procedures, Jan Book agency, New Delhi
4. SEBI Act, 1992- Nabbi Pablication, New DELHI
5. Economic and other Legislation – V.D. datey
6. Bare Act of SEBI, IDRA,ECA, Intellectual Property Law

MAJOR - XIII CORPORATE TAX PLANNING

(6 HOURS)

Objective: To understand the innovative ideas in corporate tax in India and to give expert advices to whom is required regarding various tax issues for decision making

UNIT I: Tax Planning and Tax Management - Introduction -Tax planning Vs Tax Management, - Tax avoidance Vs Tax evasions:

UNIT II: Corporate taxation: - Computation income from business – Depreciations -MAT, Dividend Distribution Tax- Tax on Income distributed to Unit holders – Tax incentives to the exporters

UNIT III: Tax Planning and Corporate Decisions: Tax Planning for new business - Capital Structure Decision-Dividend Distribution Decision, Own or Lease, Make or Buy Decision, Shutdown or Continue Decisions, Repair or Replace, Sale of Assets used for Scientific Research

UNIT IV: Tax Issues Relating to Business Restructuring:-amalgamation& Demerger.- various provisions

UNIT V: Tax payments - TDS – TCS – Advance payment of Tax

Text Books:

1. V.K. Singhania and Monica Singhania Corporate Tax Planning and Business Tax Procedure, Taxmann Publication Ltd.,
2. Sally Jones and Shelley Rhodes Principal of Taxation for business and Investment Planning, Tata McGraw Hill,

Reference Books

1. V.K. Singhania and Kapil Singhania "Direct Tax Laws and Practice Taxmann Publication 43rd edition 2010
2. H.C. Mehrotra and S.P. Goyal Income Tax Law and Accounts Sahitya Bhawan Publications 51st edition 2010
3. Gaur and Narang Income Tax Law and practice Kalyani Publication 38th edition 2010
4. R.K. Agarwal Tax Planning for Companies, Hindu Law Publisher 14th edition 2008
5. V.K. Singhania and Kapil Singhania Corporate Tax Planning and Management Taxmann Publication 12th edition 2008
6. Kaushal Kumar Agrawal Direct Tax Planning and Management Atlantic Publication 5th edition 2006.

Theory and Problem: - 40:60

MAJOR - XIV STRATEGIC MANAGEMENT

(6 HOURS)

Objective: As the executives have take strategic decision depending upon the changing political, economic and social conditions prevalent in the country and elsewhere, this subject aims at familiarizing than with different aspects of strategy and evaluating the decisions based upon the basic/strategic situation.

UNIT I: Concepts of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies. Outsourcing Strategy

UNIT II: Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

UNIT III: Strategy Formulation and Choice of alternatives: Strategies – modernization, diversification integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice – industry, competitor and SWOT analysis; factors affecting strategic choice; Generic competitive strategies – cost leadership, differentiation, focus, value chain analysis, bench marking, service blue printing.

UNIT IV: Functional Strategies: Marketing, production/operations and R&D plans and polices. Functional strategies: Personnel and financial plans and policies - Strategy Implementation: Inter – relationship between formulation and implementation- Issues in strategy implementation; Resource allocation.

UNIT V: Strategy and Structure: structural considerations, structures for strategies; Organizational design and change. Strategy Evaluation: Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

Text Books:

1. Bhattachary, S.K. and N.Venkataramin: Managing Business Enterprise: Strategies, Structures and Systems, Vikas Publishing House, New Delhi. 1st edition 1983
2. Sharma, R.A Strategic Management in Indian Companies, Deep and Publications, New Delhi.
3. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw – Hill international Edition 4th edition 1984

Reference Books:

1. Budhiraja, S.B. and M.B Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
2. Christensen, C. Roland, Kenneth R. Andrews, Joseph L. Bower, Rochard G. Hameresh, Michael E. Porter Business Policy Text and Cases, Richard D. Irwin, Inc., Homewood, Illinois.
3. Coulter, Mary K: Strategic Management in Action, Prentice Hall, New Jersey.
4. David, Fred R: Strategic Management, Prentice Hall, New Jersey.
5. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw – Hill international Edition.
6. H.Igor, Ansoff: Implanting Strategic Management, Prentice Hall, New Jersey.

Objective:

1. To understand basics concept of E-commerce, E-Commerce models, Electronic payment system and E-Commerce Security and Legal issue

UNIT I: Introduction to e-commerce: Meaning and concept: electronic commerce versus traditional commerce; Media convergence; E-commerce and e-business; Channels of e-commerce; Business application of e-commerce; need for e-commerce; E-Commerce Consumer applications, E-Commerce Organisation, applications of e-commerce as an electronic trading system, special features. Internet Concept and technologies: concept and evolution of Internet; web technologies – global publishing concept, universal reader concept and client-server concept; Hypertext publishing and hypertext information network; benefits of hypertext, URLS, HTTP , HTTPD servers, HTML, HTML forms and CGI gateway service.

UNIT II: Business models of e-commerce and Infrastructure: E-commerce models; supply chain management, product and service digitations remote servicing, procurement; on line marketing and advertising e-commerce resources and infrastructure resources and planning for infrastructure. E - Business: Workflow management, mass customization and product differentiation; Organization restructuring; Integrated logistics and distribution; Knowledge management issues and role of e-commerce infrastructure.

UNIT III: Electronic Payment System: Special features required in payment systems for e-commerce, Types of e-payment systems; E-cash and currency servers, e-cheques Digital token based credit cards, smart cards, electronic purses and debit cards; Business issues and economic implications; Operational, credit and legal risk of e-payment System; Risk management options in e-payment system; Components of an effective electronic payment system.

UNIT IV: Business to Business E-commerce: Needs and alternative models of B2B e-commerce; Technologies, EDI and paperless trading; EDI architecture, EDI standards, VANs, Costs of EDI infrastructure, features of EDI service arrangement, Internet-based EDI and FTP-based messaging.

UNIT V: Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, types of threats, source of threats, security tools and risk-management approach e-commerce security and a rational Security policy for e-commerce: Corporate Digital Library; I.T. Act 2000.

Text Books:

1. Kalakafa Whinston Pearson - Frontiers of electronic Commerce 1996
2. P.T. Joseph S.J., E-Commerce, second edition PHI 2007, PHI Pvt. Ltd., New Delhi.

Reference Books:

1. Agarwal, K.N and Deeksha Ararwalar; Business on the Net; What's and How's of E-Commerce; Macmillan, New Delhi. 2006
2. Agarwal, K.N and Deeksha Ararwala: Business on the Net; Bridge to the Online Storefront; Macmillan, New Delhi. 200
3. Cady, Glcc Harrab and McGregor Pat: mastering the Internet, BPB Publication, and New Delhi. 1996
4. Diwan, Prag and Sunil Sharma: Electronic Commerce – A Manager's Guide to E – Business , Vanity Books International, Delhi. (out of published) 2002
5. Minoli and Minol; Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi. 2007
6. O'Brien J: Management Information Systems, Tata McGraw Hill, New Delhi. 2008

OBJECTIVE : To provide students knowledge on various accounting standards applicable in Corporate business

UNIT-I: Conceptual Framework of Accounting and Reporting- Deductive and Inductive Approach in Theory Formulation- Critical Theory of Accounting, Normative and Positive Theory of accounting- Income and Balance Sheet concepts for financial reporting- Limitations of Accounting Reports

UNIT-II: GAAP and IFRS- Accounting standards in India-Procedure for Issue, Compliance, and status- Ethical Consideration facing the accountants- Harmonization of Accounting standards

UNIT-III: Developments in Accounting Policies - Valuation of Inventories (AS-2) - Depreciation Policy (AS-6) - Measurement and Reporting of revenues, expenses (AS-9)- Accounting for Investments (AS-13) - Valuation and Revaluation of asset and liabilities [(AS-10, AS-26, AS-29)]

UNIT-IV Corporate Reporting- Corporate Reporting: Objectives, Role of Reporting in economic development Statutory and Non Statutory Reporting Financial Reporting of Interest in Joint Ventures (AS-27) Reporting of Financial Performances- Cash Flow Statements (AS-3), Segment reporting (AS-17), Accounting for Earning per Share (AS-20), Periodic and Interim Financial Reporting (AS-25) Recent developments in financial reporting: e-financial reporting, Sustainability Reporting- International Dimensions of Reporting- Factors and Status

UNIT-V: Corporate Disclosure - Corporate Disclosure: Purpose, Type of Disclosure, Fair Disclosure and its objectives- Determinants of the extent of Disclosure- Disclosure of Accounting Policies (AS-1) - Related Party Disclosure (AS-18) - Voluntary Disclosure Theory - Environmental and Social Disclosure

TEXT BOOKS

1. Das Gupta, N.:(2009) Accounting Standard: Indian & International (Sultan Chand, N. Delhi)

REFERENCE BOOKS

1 ICAI.: Compendium of Statements & Standard Accounting (ICAI, Delhi)

2. ICAI'S Relevant Publication.: www.icai.org

3. Ghosh, Goyale & Maheshwari.(2008): Accounting Theory (Wiley Eastern ,)

4. Heinemann, A.: (2006)Accounting Theory (Prentice Hall,)

5. Lal Jawahar. (2007) Corporate Financial Reporting Theory and Practice (Taxman, New Delhi,)

Optional – II – MARKETING

- Paper- I - Advertising & Sales Management
- Paper-II - Marketing Research
- Paper-III - Brand Management
- Paper-IV - Services Marketing

ADVERTISEMENT AND SALES MANAGEMENT

OBJECTIVE : To enable the students to learn the fundamentals of advertisements and steps involved in selling process

UNIT I: INTRODUCTION TO ADVERTISEMENT Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign.

UNIT II: ADVERTISEMENT MEDIA Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.

UNIT III: DESIGN AND EXECUTION OF ADVERTISEMENTS Message development – different types of advertisements – layout – design appeal – copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.

UNIT IV: INTRODUCTION TO SALES PROMOTION Scope and role of sale promotion – definition – objective sales promotion- sales promotion techniques – trade oriented and consumer oriented.

UNIT V: SALES PROMOTION CAMPAIGN Sales promotion – Requirement identification – designing of sales promotion campaign – involvement of salesmen and dealers – out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – online sales promotions.

Text Books

Kenneth Clow. Donald Baack,(2009) "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi

Reference Books:

1. S.H.H.Kazmi, Satish K Batra, (2003)"Advertising & Sales Promotion", Excel Books, New Delhi,
2. George E Belch, Michel A Belch, (2008)"Advertising & Promotion", McGraw Hill, Singapore,.
3. Julian Cummings, (2000)"Sales Promotion", Kogan Page, London
4. E.Betch and Michael,(2005) Advertising and Promotion, MC. Graw Hill.

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MARKETING RESEARCH

OBJECTIVES : To give exposure to students the techniques of market research

UNIT - I : Introduction - Importance, Nature and Scope of Marketing Research.- Marketing Research Process and Organization -. Marketing Information System. - Marketing Research Management.

UNIT -- II: Research Designing - Problem Identification and Definition.- Developing a Research Proposal.- Types and Criteria of Research Design.- Case Studies.

UNIT – III : Data Collection and Sampling - Data sources- Primary and Secondary, Methods of collection.- Aptitude Measurement and Scoring Technique. Sampling Design.

UNIT – IV: Data Analysis and Reporting - Uni-variate, Bi-variate and Multivariate data analysis.- Chi- Square, Correlations and Regression and ANOVA. - Report Preparation and Presentation.

UNIT – V: Market Research Applications- Product Research - Advertising Research - Sales and Market Research - International Marketing Research - Marketing Research in India.

Text Books

1. Beri, G.C (2008) Marketing Research, Tata McGraw Hill, New Delhi,
2. Chisnall, Peter M (2008) The Essence of Marketing Research, Prentice Hall, New Delhi,

Reference Books

1. Hooda, R.P (2006) Statistics for Business and Economics, Macmillan India, New Delhi. 2. . Luck, D.J (2001)Marketing Research,, Prentice Hall, New Delhi,
3. . Tull, Donald and Hawkin, Marketing Research: Measurement and Method,, Prentice Hall, New Delhi, 2002

BRAND MANAGEMENT

OBJECTIVES :To enable the students to learn the fundamentals of brand management and strategies

UNIT I: INTRODUCTION :Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.

UNIT II: BRAND ASSOCIATIONS :Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building.

UNIT III: BRAND IMPACT :Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit.

UNIT IV: BRAND REJUVENATION :Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding. **UNIT V: BRAND STRATEGIES :** Designing and implementing branding strategies – Case studies

Text Books

1. Kevin Lane Keller,(2002) "Strategic brand Management", Person Education, New Delhi,

ReferenceBooks:

1. Lan Batey Asian Branding – "A great way to fly", Prentice Hall of India, Singapore

2. S.Ramesh Kumar, "Managing Indian Brands", Vikas publishing House (P) Ltd., New Delhi, 3 Jagdeep Kapoor, Brandex, Biztantra, New Delhi,

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SERVICES MARKETING

OBJECTIVE :This course aims at to acquaint the students with the basics of service sector marketing and its strategies for different services

UNIT I: INTRODUCTION TO SERVICES MARKETING :Services economy – evolution and growth of service sector – nature and scope of services – characteristics – classification – service market potential – expanded marketing mix for services – service quality – introduction to gaps model and SERVQUAL dimensions.

UNIT II: FOCUS ON CUSTOMERS ;Assessing service marketing opportunities – customer expectations and perceptions of services – customer behaviour specific to usage of services – service markets segmentation – market targeting and selection.

UNIT III: SERVICE DESIGN :Levels of service product – Service life cycle – new service development – service blueprinting – physical evidence and service scape – competitive differentiation of services – service positioning strategies – developing positioning maps – pricing of services – methods and specific issues.

UNIT IV: SERVICE DELIVERY :People in services – service process – distributing service direct distribution, channel functions, channels selection, impact of information technology – designing communications mix for promoting services – building service customer relationships and service recovery – role of internal marketing in service delivery.

UNIT V: MARKETING STRATEGIES FOR DIFFERENT SERVICES :Formulating service marketing strategies for health, hospitality, tourism, logistics, financial, information technology, educational, entertainment and public utility services.

Text Book

1. Christopher H.Lovelock, Jochen Wirtz, (2002)"Services Marketing", Pearson Education, New Delhi,

Reference Books:

1. Kenneth E Clow, (2006) "Services Marketing Operation Management and Strategy" Biztantra, New Delhi,
2. Halen Woodroffe,(2009) "Services Marketing", McMillan Publishing Co, New Delhi
3. Nimit Chowdhary and Monika Choudhary,(2008) "Text book of Marketing of Services", the Indian experience, MacMillan Publishing Co, New Delhi,
4. Bhattacharjee, (2007)"Services Management, An Indian Respective" Jaico Publishing House, Chennai,.